rezolve® Ai
instant salesware

Investor presentation

July 2024

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Rezolve Ai is **advancing digital retail engagement** with its **proprietary tech** by providing customers with their own **Gen AI powered sales engine** that we believe significantly improves search, advice and revenue generation

BRAIN commerce

Ai Powered Conversational Commerce

BRAIN checkout

Ai Powered Engagement Platform

BRAIN assistant

Ai Powered Knowledge Management

Rezolve Ai provides the next level of performance in digital shopping with Gen AI powered search, advisory and checkout…

Value proposition

Rezolve Ai is **advancing digital retail engagement** with its **proprietary tech** by providing customers with their own **Gen AI powered sales engine** that we believe significantly improves search, advice and revenue generation

This is how Rezolve Ai will make it a reality

- Offer a **cloud-based highly scalable SaaS model with a B2B2C go-to-Market approach** targeting large eCommerce platforms & merchants and PSPs[1]
- Generate revenue from business customers with a **monthly fixed SaaS fee** structured around 3 tiers based on their respective search volume
- USP is a **custom-built Gen AI toolkit** trained on eCommerce data

1. Payment Service Providers

…through a suite of Gen AI-enabled solutions powered by Rezolve Ai's foundational LLM brainpowa

From…	To…
Cumbersome search	Highly personalized
Multi-step journey	Seamless journey
Generic LLMs	eCommerce focused LLM

Our investment highlights: Rezolve Ai is uniquely positioned to create value by using Gen AI to transform Search and eCommerce

1	**Unique selling proposition**	**100+**	Client discussions in the sales pipeline and proprietary and patented AI-technology
2	**Robust competitive position**	**300 Bn**	Token data sets made from proprietary data to train Rezolve Ai's foundational model
3	**Clear monetization strategy**	**3**	Tiers of pricing differentiated by search volume
4	**Large & growing market**	**480-540 Bn**	USD total addressable market
5	**Deep experience and capabilities**	**>205,000**	Previously onboarded merchants globally
6	**Attractive financial model**	**>100 Mn**	of expected ARR by 2025

Source: Rezolve Ai's SEC filings, Rezolve Ai financial model

Significant capital raises in AI, driven by robust private sector interest, position Rezolve Ai at the center of a major investment opportunity

Recent AI Capital Raises with significant valuations at various commercialization phases

HQ	Company	Last Known Valuation, USD bn	Total Raised[1], USD bn	Revenue, USD mn	Year Founded
US	OpenAI	86.0	11.3	1,300	2015
US	databricks	43.2	4.2	1,600	2013
US	ANTHROP\C	18.4	8.4	1,000	2021
US	grammarly	13.0	0.4	125	2009
FR	MISTRAL AI_	6.0	0.5	N/A	2023
US	SambaNova SYSTEMS	5.0	1.1	26	2017
US	cerebras	4.3	0.7	N/A	2016
US	Inflection	4.0	1.6	N/A	2022
US	cohere	3.0	0.9	35	2019

Rezolve Ai is attractively positioned relative to peer group

Note: Raised to date includes only transactions with known deal value
Source: Pitchbook

1

Unique selling proposition

Rezolve Ai aims to be a leader in eCommerce through faster time to market, seamless UX, lower TCO and personalization

Faster time to market

One-click API integration

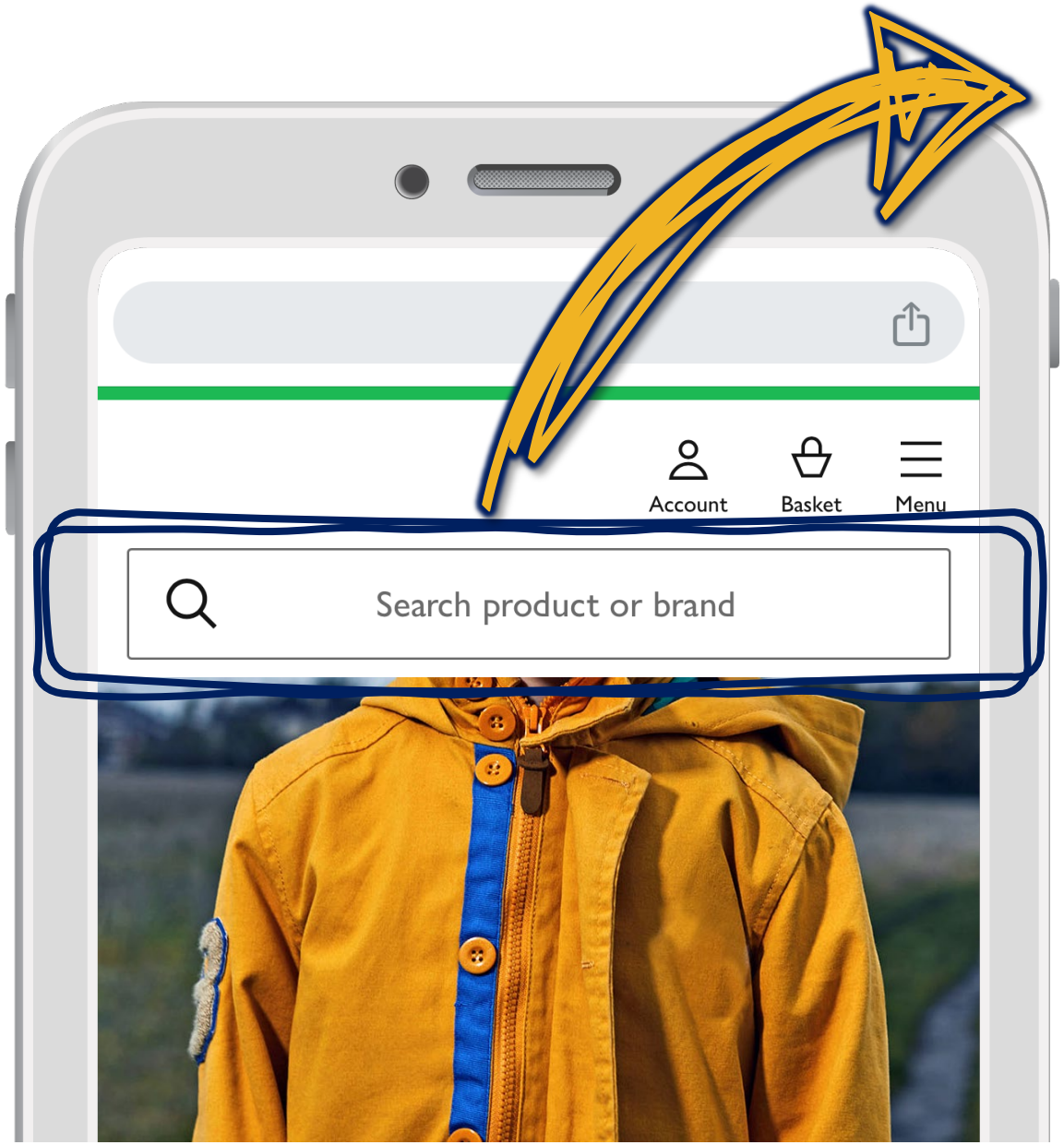
Seamless user experience (UX)

Addressing key eCommerce pain points

Lower total cost of ownership (TCO)

Foundation LLM and productized solution suite

Personalization enabled by gen AI



User experience of eCommerce has not changed significantly since the early 2010s

1990 Basic functionality with inaccurate results

2000s Keyword-based search including filters and faceted search

2010s Personalization and recommendation engines

Now Next level of digital shopping experience through AI-powered search and advice

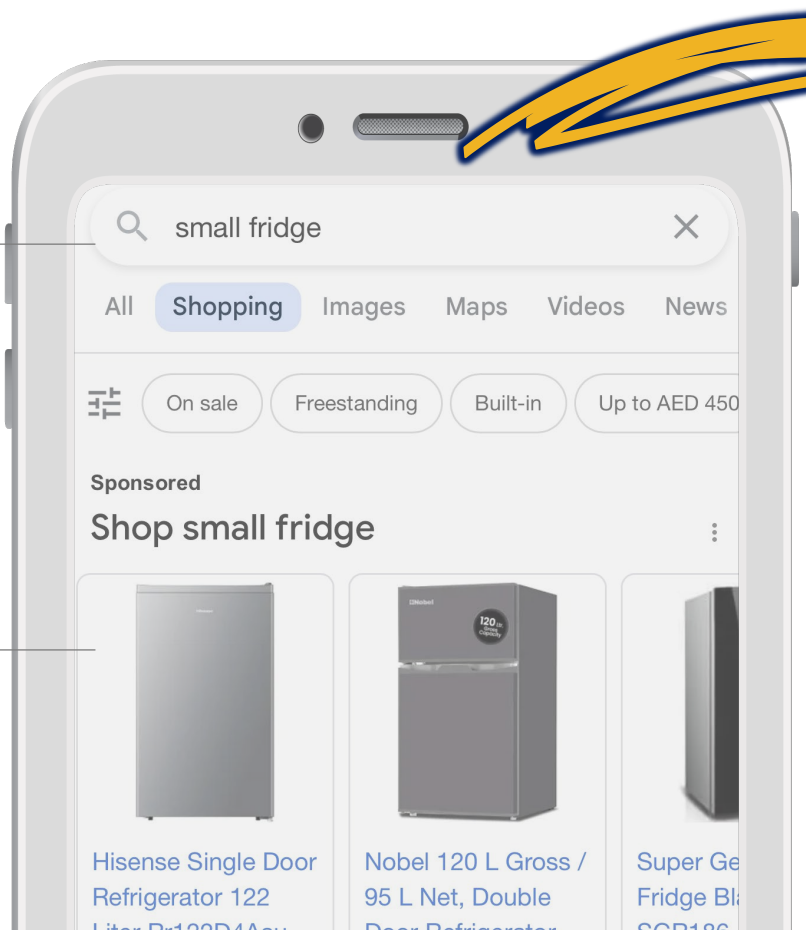
Past – Recommendation engine fails to filter the catalog on best possible options

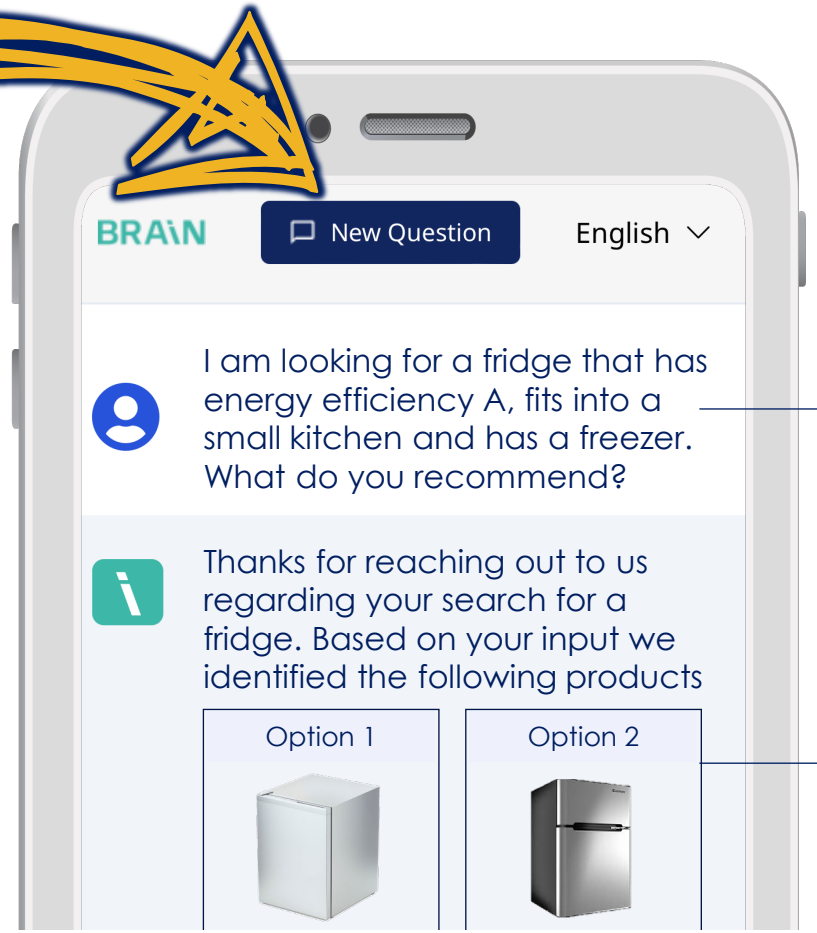
Now – Next level of digital shopping via Gen AI-powered search and sales assistance

Rezolve Ai transforms digital interaction

No contextual product search

Long list without smart recom-mendation





Understands even complex customer needs

Provision of smart options and assistance

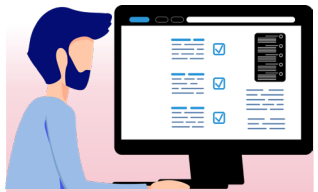
eCommerce customer journey includes several negative experiences for shoppers that result in lower revenue for stores

Positive customer experience Negative customer experience

Customer activation

Struggle to attract and convert customers

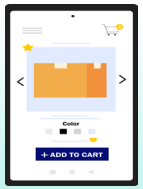
Search & advisory



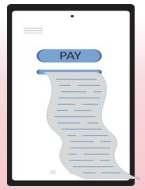
Unnatural way of interacting with online shops

Lack of personalized support

Checkout/ payment



Payment processing



Poor checkout processes

Fulfilment

Lifecycle mgmt.

Discontent with customer service

Rezolve Ai's holistic product suite solves end-customer pain points across the customer journey

Positive customer experience Negative customer experience

Customer activation

Omni-channel engagement platform (GeoZones, SMS, Audio, Social, Print)

BRAIN checkout

Search & advisory

AI-enabled conversational **product search** (voice or type)

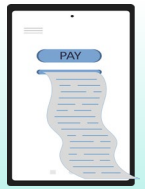
BRAIN commerce

AI-powered **expert sales assistant**

BRAIN commerce

Checkout/ payment

Payment processing



Seamless **one-tap checkout simplifying the multi-step process** and integrating various PSPs and systems through APIs

BRAIN checkout

Fulfilment

Lifecycle mgmt.

Conversational AI-assistant with enhanced customer service

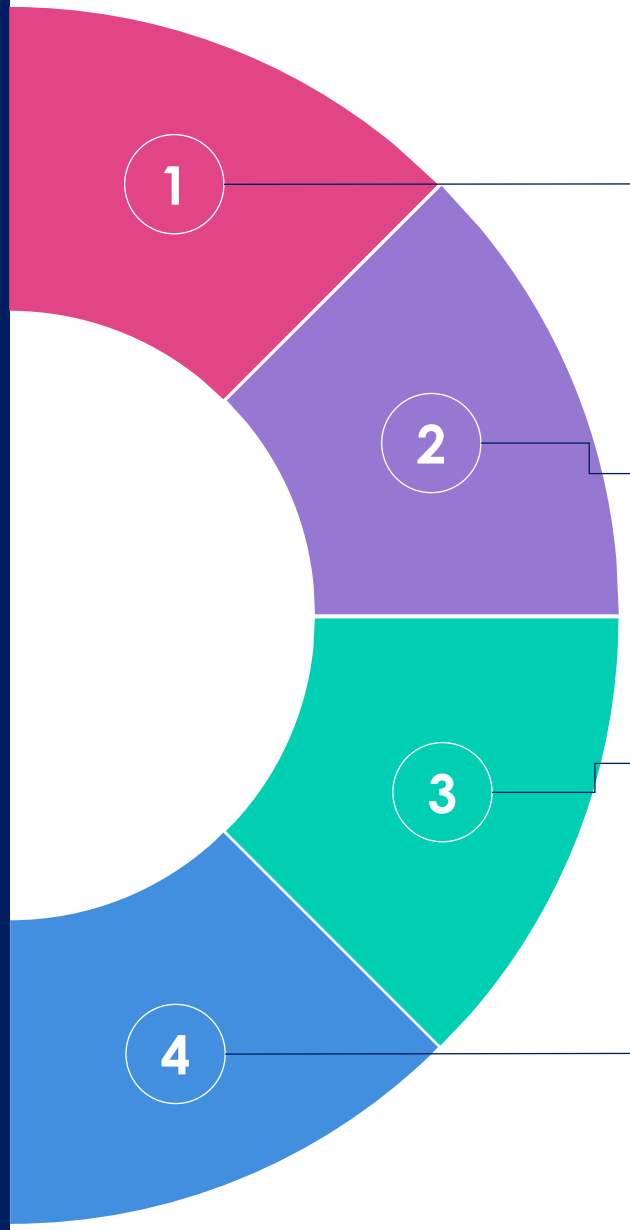
BRAIN assistant

DEMO

2

Robust competitive position

Rezolve Ai's proprietary commerce-centric LLM *brainpowa* provides outstanding sales advisory and outcomes



Commerce-centric

Commerce-centric LLM specially trained on proprietary data using a distinctive method for cataloging eCommerce data

Powerful search and merchandising

Enhances accuracy of search outcomes from current lexical and semantic search technologies like Elasticsearch, OpenSearch, or Solr

Ready to deploy and flexible deployment options

Offers on-premises or SaaS cloud deployment with a microservices architecture for rapid, scalable deployment

Multilingual and versatile

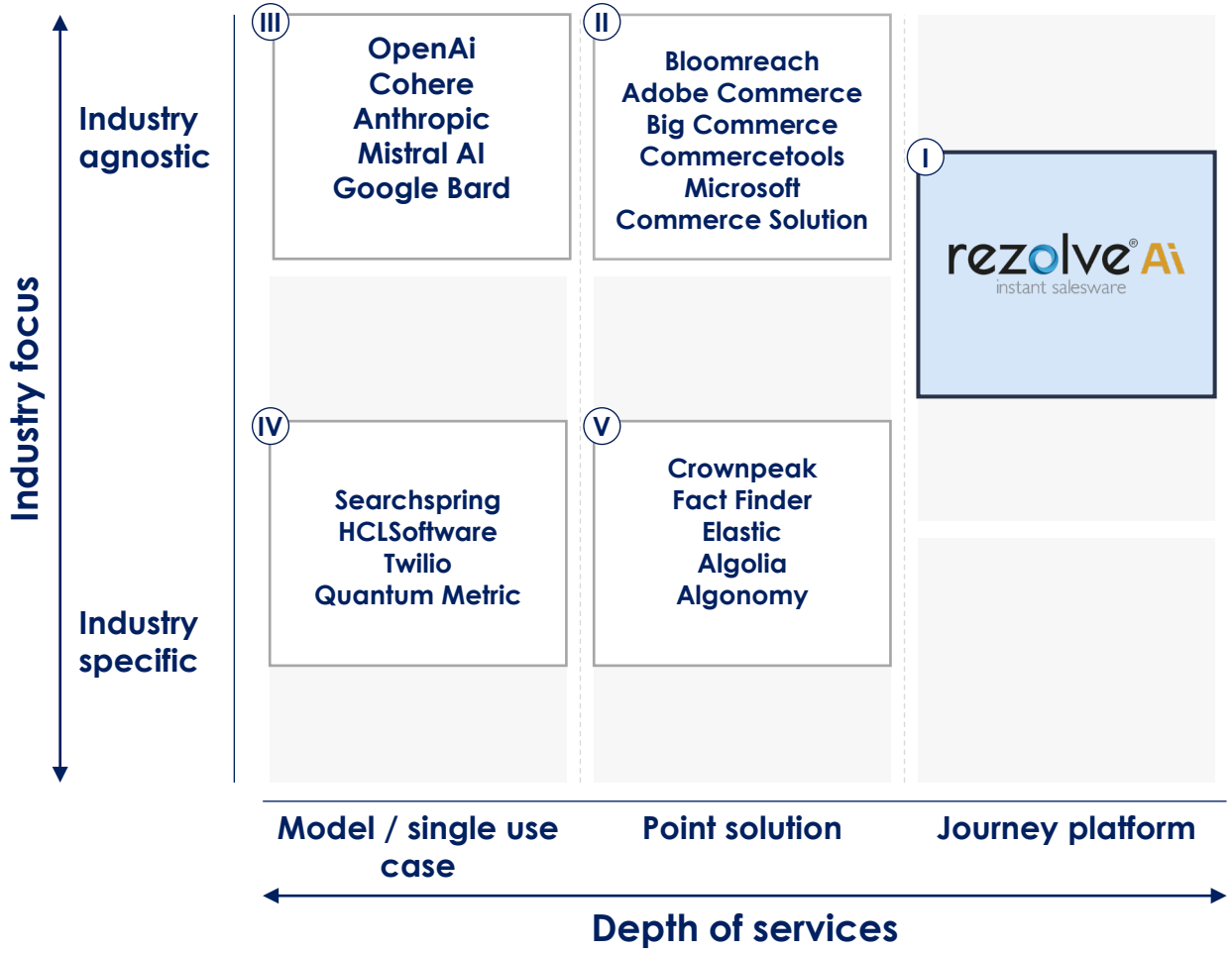
Available in 95 languages; creates robust chatbots and knowledge assistants for precise, data-driven enterprise specific conversations

Rezolve Ai is pioneering Gen AI-enabled eCommerce

ILLUSTRATIVE

Deep-dive next

Competitive landscape



Player archetypes

I	**Gen AI enabled eCommerce platform**	Offers full suite of eCommerce and retail Gen AI-enabled products to enable merchants across the customer journey
II	**All-in-one eCommerce platform**	*Emerging:* offer end-to-end online business solution (eCommerce), often start out as single use case
III	**LLM providers**	Offer access to large language models (LLMs) that were trained on generic and broad datasets
IV	**Single use case**	Solve a single use-case (e.g., customer queries handling)
V	**Search engines**	Offer search engine services, which enables users to perform internet searches to find specific information, websites, or resources

Rezolve Ai offers comprehensive Gen AI eCommerce offerings across the value chain, unlike OpenAI and Cohere

ILLUSTRATIVE

1. Customer activation | 2. Search & advisory | 3. Checkout/ payment | 4. Payment processing | 5. Fulfilment | 6. Lifecycle mgmt. x Archetype

Company	Value chain positioning	Unique sector's focus	AI founda-tional model	Search	PSP checkout	Omni-channel
I rezolve Ai instant salesware	1 2 3 4 5 6	✓ eCommerce	✓	✓	✓	✓
II Big Commerce	1 2 3 4 5 6	✗ e.g., fashion, health, food, automotive, manufacturing etc.	✗ Own LLM (BigAI)	✓ But no conver-sational AI tool	✓	✗
III OpenAi	1 2 3 4 5 6	✗	✓	✓	✗	✗
III Cohere	1 2 3 4 5 6	✗	✓	✓	✗	✗
V Algolia	1 2 3 4 5 6	✗ eCommerce, marketplaces, SaaS and media	✗ Own LLM (Algolia AI Search)	✓ But no conver-sational AI tool	✗	✗

Rezolve Ai unique selling proposition

- Conversational and personalized **AI-assistant**
- **Own LLM**, built specifically for eCommerce
- Seamless **one-tap checkout** integrating PSPs via API

Source: Expert interviews, Rezolve Ai's SEC filings

Rezolve Ai is positioned in the eCommerce vertical compared to large LLM providers

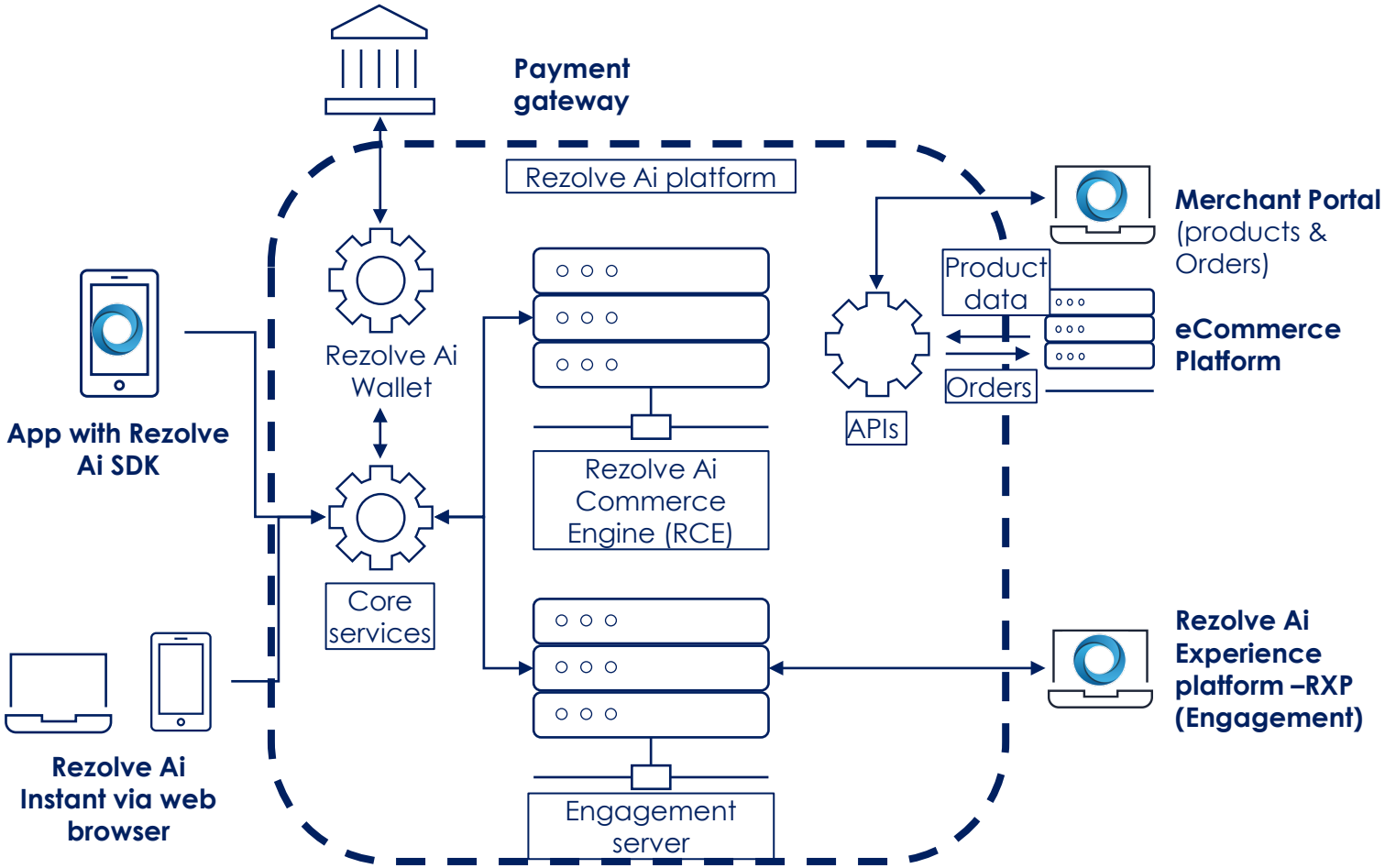
Leading capability: High ● ● ● ○ Low

	rezolve Ai instant salesware	OpenAi	Google Bard	IBM Watson	Salesforce Einstein	Cohere
Retail and eCommerce focus	●	○	○	●	●	●
Proprietary AI technology	●	●	●	●	○	●
Hallucination prevention technology	●	●	●	●	●	●
Mass data processing capabilities	●	●	●	●	●	●
Full enterprise on-premise optionality	●	○	○	○	○	○
Affordable / SaaS pricing structure	●	●	●	●	●	●

Source: Management estimates, Rezolve Ai's SEC filings

Rezolve Ai's SaaS offerings are built on a microservices architecture designed for scalability and is based on a cloud-agnostic design

Technology platform and architecture



Highlights

- Scalable **platform enabled by** services containerized running on Kubernetes cluster
- Rapid setup and deployment **by using Terraform**
- High availability and scalability built into the intrinsic architecture **design at application and infrastructure level**

BRAINPOWA

Rezolve's eCommerce LLM

Trained to read, understand and generate eCommerce-related content for the merchant, brainpowa uses its own embedding models to understand the meaning of product and text data at massive scale, unlocking powerful meta data + semantic search, and classification

Enhancing Content

Product enrichment processes using the models generative capability combined with Computer Vision models to enhance product dataset

Improving Categorization

Classification and Clustering engine of the model support expansive taxonomy generation into knowledge graphs with subclass inference capabilities

Understanding intent

The language model is able to understand the customer's intent and provide correct responses

3
Clear monetization strategy

Rezolve Ai's Go-to-Market strategy is based on four distinctive pillars

Differentiated value proposition

Highest **emphasis on advancing eCommerce** via AI-enabled search, sales assistant and seamless checkout

Attractive sales geographies

Initial focus on Europe (USD 152 Bn) **and North America**[1] (USD 182 Bn) to capture the largest and most growing markets

Clear target customers

Focus on **top merchants and players within eCommerce, PSPs and retail conglomerates**

Strong sales capabilities

Industry leading **sales capability** with **rich experience in eCommerce** and relationships with global distributors and merchants

1. Incl. Mexico

Source: Rezolve Ai's SEC filings; Rezolve Ai's business plan

Rezolve Ai's GTM strategy focuses on acquiring large distributors and merchants in eCommerce, PSPs and retail

ILLUSTRATIVE

Sales channel: Indirect Direct

Target segments (incl. potential target distributors and customers)

eCommerce platforms and third-party marketplaces

- Adobe Commerce
- epages
- Handlerbund
- Salesforce Commerce Cloud

Payment Service Providers (PSPs)

- Concardis
- Computop
- Nexi
- Mastercard

Large retail conglomerates

- Otto Group
- Grupo Carso
- PVH
- REWE

Retail merchants

- Estee Lauder
- Just Eat Takeaway
- Nike
- Specsavers
- OKA

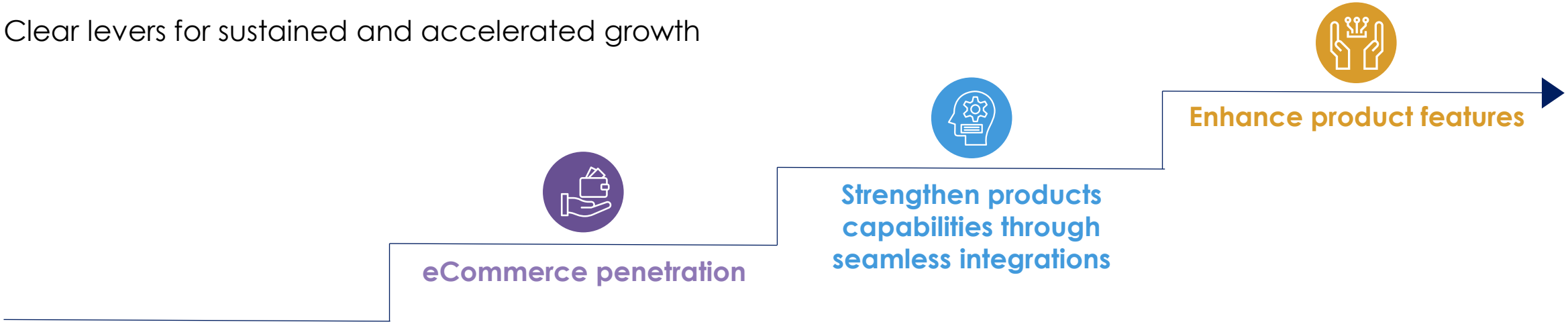
Target distributors → **Target customer**

How Rezolve Ai may create value for distributors and customers

- **Increase in revenue** by providing improved product search and discovery
- **Boost average order** value by providing AI shopping advisory
- **Increase touchpoints of engagement** both offline and online
- **Improve conversion rates** by providing seamless checkout

Rezolve AI's long-term go-to-market strategy aims to expand its product offerings and scale into new industries and geographies

Clear levers for sustained and accelerated growth



	eCommerce penetration	Strengthen products capabilities through seamless integrations	Enhance product features
eCommerce and Retail	Cement Rezolve Ai as an all-encompassing intelligence platform that powers all eCommerce decisions	Enable businesses to access BRAiN's data platform through seamless API integrations	Enhance functionality within a single app (e.g., event transactions, real- time retail/deals, and personalized customer experiences)
Other industries	Expand BRAiN's capabilities into adjacent industries (e.g., media, hospitality, entertainment, etc.,)		
Geographies	Scale BRAiN into new markets and geographies		

Source: Rezolve Ai's SEC filings; Rezolve Ai's business plan

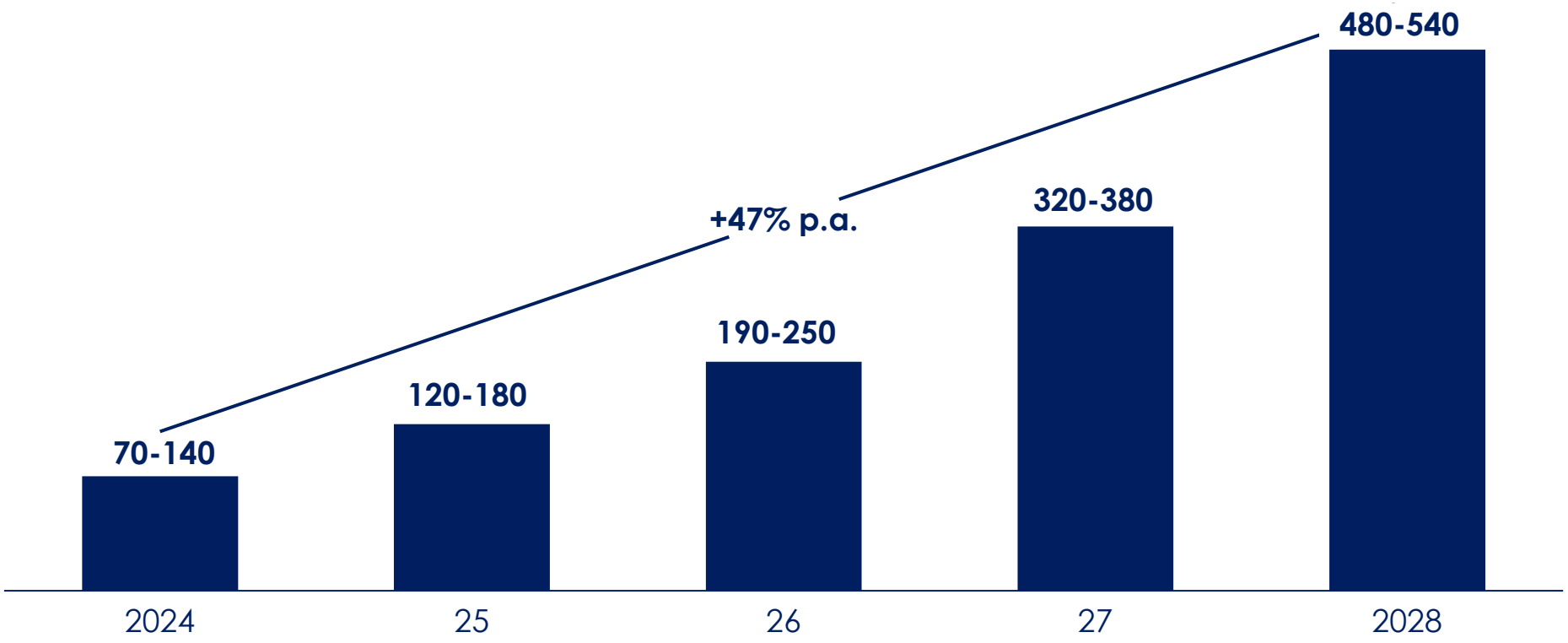
4

Large & growing market

Global: Total spend on Gen AI solutions in 2028 is expected to be USD ~500 Bn+

PRELIMINARY – BASE CASE SCENARIO

Annual forecasted spend on Gen AI solutions, 2024-28, USD Bn[1]



As of 2024, spend on Gen AI solutions will amount to USD 70-140 Bn

B2B Spend on Gen AI solutions to reach **USD 480-540 Bn driven by a ~50% CAGR**

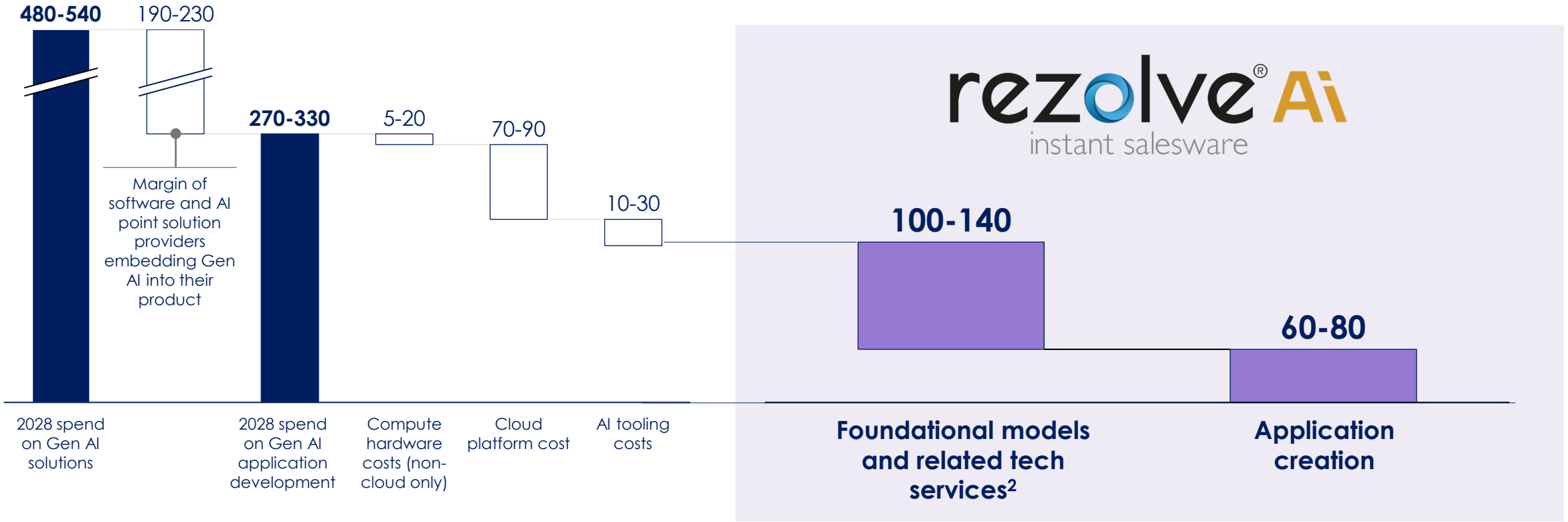
1. Methodology includes two complementary lenses i.e., the total economic potential of 60+ use cases ad the labor productivity potential across ~2.1K work activities

Source: McKinsey Global Institute, "The economic potential of generative AI" (June 2023)

Global: Foundational models and related tech services will account for USD 160 - 220 Bn of global annual Gen AI spend by 2028

PRELIMINARY – BASE CASE SCENARIO

Gen AI application annual spend breakdown[1], 2028, in Bn USD



rezolve® Ai
instant salesware

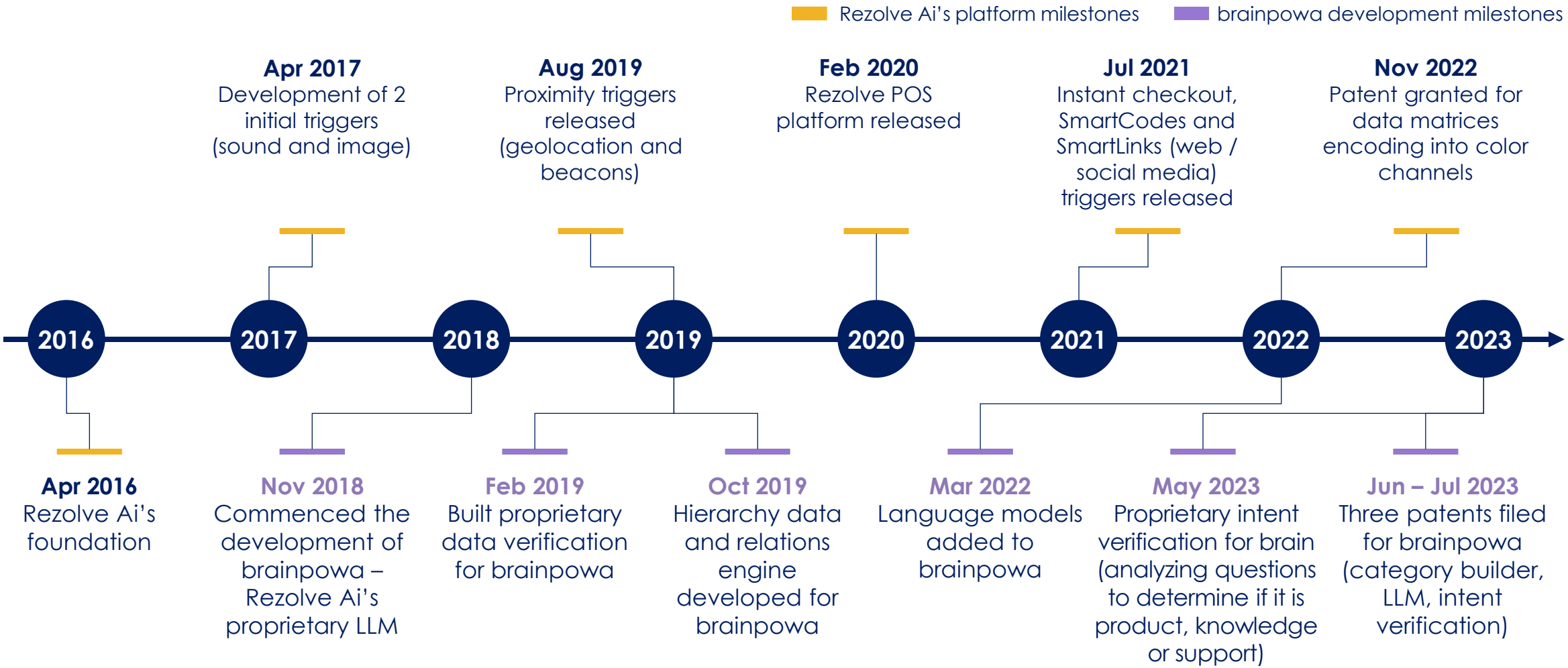
1. B2B focus, excludes revenue from private individuals (e.g., ChatGPT premium accounts)
2. Services include data engineering, model orchestration, and foundational models excludes compute. Source: McKinsey Global Institute, "The economic potential of generative AI" (June 2023)

Note: Base case scenario

5

Deep experience and capabilities

Rezolve Ai stands at the vanguard of the eCommerce industry, providing an engagement platform, powered by cutting-edge AI



Rezolve Ai has an experienced management team with deep expertise in managing listed companies, product search, eCommerce and AI

Corporate Finance

Dan Wagner

Chairman & CEO

Founded Rezolve Ai in 2016 and MAID in 1984, which traded as Dialog on the LSE on 1994 and Nasdaq in 1995, where Dan became one of the youngest CEOs of a public company

Attraqt
MAID
venda

Richard Burchill

Chief Financial Officer

20+ years of experience as a qualified accountant and corporate finance executive

Previously, Finance Director of Arcadia, Deputy CFO, Group Treasurer, headed 40+ directorships

Arcadia

Technology

Sauvik Banerjjee

Chief Product Officer

20+ years of experience in senior roles in technology, digital product, and omnichannel commerce

Previously CTO at Tata Group

SAP
TATA
accenture

Dr. Salman Ahmad

Chief Technology Officer

20+ years of experience in mobile software technology and applications, and web & server technologies

Previously, CTO and co-founder of Kenja Corp

kenja
picsel

Business Development and Sales

Mark Turner

President, Global Commerce

25+ years of experience focused on strategic partnerships, business development, and M&A

Previously, Chief Commercial Officer in the IPO of Attraqt

Attraqt
MAID

Peter Vesco

Chief Commercial Officer and GM EMEA

20+ years of experience in the digital, financial, and IT sectors

Previously CEO of ClickandBuy and SVP at Deutsche Telekom Payments

clickandbuy
SAFE AND SIMPLE ONLINE PAYMENT

Our management team is supported by a deeply experienced board, advisory board and backed by renowned investors

Board members Advisory board

Rezolve Ai's investors

Dr. Stephen Perry
Ex CFO, COO and Chief Digital Officer at Visa

Christian Angermayer
Founder of Aperion Investments Group with focus on Life Sciences, FinTech, AI

Hersch Klaff
Founder and CEO of Klaff Reality investment firm focusing on real estate and PE transactions

Sanjay Patel
CEO of Apollo Strategic Growth Capital and Vice Chair of Apollo Capital Solutions

Brooks Newmark
Ex British MP
Ex Sr. Partner at Apollo Management LP

Sir David Wright
Ex British Ambassador to Japan and South Korea
Ex Vice Chairman Barclays Capital
Ex CEO UK Trade and Investment

Justin King CBE
Director of Marks & Spencer
Chairman OVO Energy
Chairman Allwyn Entertainment
Chairman Dexters
Ex CEO of J Sainsbury

Gary Lauder
MD of Lauder Partners a venture capital firm (part of the Estee Lauder Family Office)

Bradley Wickens
CEO Broadreach Investment Fund (Hedge fund)

Tom Kalaris
Founder Saranac Partners
Ex CEO Barclays Wealth & Investment Management

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Attractive financial model

Rezolve Ai's current management plan focuses on investing additional efforts to sign distributors and expanding geographical footprint

Growth area	Growth lever description
1 Direct sales	**Acceleration of ongoing direct sales efforts** By ramping up resources to win new direct clients (e.g., large conglomerates) in Europe, North America, Asia and Middle East, intensifying the expansion for digital commerce customers, and further investing in identifying verticals outside of retail
2 Indirect sales	**Increase distribution depth and reach (indirect sales)** By investing in efforts to develop additional distributors (e.g., digital commerce and PSPs) to increase market penetration
3 BRAiN assistant	**Expand marketing efforts for BRAiN assistant in the B2C space** By bolstering Rezolve Ai's marketing initiatives to increase brand awareness, digital reach and awareness

Source: Rezolve Ai's SEC filings; Rezolve Ai's business plan

Our investment highlights

Rezolve Ai is **advancing digital retail engagement** with its **proprietary tech** by providing customers with their own **Gen AI powered sales engine** that we believe significantly improves search, advice and revenue generation

1 **Unique selling proposition**	2 **Robust competitive position**
3 **Clear monetization strategy**	4 **Large & growing market**
5 **Track record of success**	6 **Attractive financial model**

Source: Rezolve Ai's SEC filings, Rezolve Ai financial model

rezolve® Ai

instant salesware